THE PIONEERS OF MOTOCROSS

CORPORATE DESIGN MANUAL 2014

FOR AUTHORISED DEALERS

Husqvarna®
MOTORCYCLES

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THE BRAND

THE BRAND
FOREWORD

A CELEBRATED PAST AND FABULOUS PROSPECTS FOR THE FUTURE.

Husqvarna is a brand that has experienced golden times. The Swedish motorcycle maker is renowned for countless world championship titles, impressive victories and revolutionary motorcycles. Our goal is to pick up where these golden times left off. We intend to uphold the virtues of the past, because this brand's future lies in its history.

Husqvarna began developing motorcycles in 1903. The company's eventful history was marked by climaxes and setbacks. One of those decisive events was the separation from Husaberg in 1988. But what belongs together came together again in 2013. Husqvarna and Husaberg reunited. These pioneers of motocross are setting out to overtake the competition.

A consistent brand presence is the key to success for Husqvarna. This CD manual is one of the prerequisites for assuring a harmonious market presence. By establishing uniform guidelines and values, we can achieve our goals for the future. Husqvarna will excel once again and reconnect with the victories and glory days of its past.

Stefan Pierer, Board of Directors

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THE FACE OF A BRAND

WHY IS A CORPORATE DESIGN REQUIRED / HOW DO I USE IT?

WHY IS THERE A CORPORATE DESIGN?

Husqvarna has an eventful past. This can be seen in all the products that have changed so dramatically over the years.

And not only when it comes to motorcycle design, any other branded materials are affected as well. From the brand colours, to typography, wording and all the communications.

To bestow the Husqvarna brand with a new “face” and allow customers to identify themselves with the brand again, it is extremely important to adhere to the few, but fundamental, rules described in this CD manual.

HOW DO I USE THIS MANUAL?

This manual confines itself to the essential elements concerned with the subject of appearance.

Guidelines for logo sizes and their placement on business equipment, in advertisements, posters, brochures and digital communications, and everything concerning vehicle branding as well as shop systems are explained here.

The materials illustrated in this manual can be obtained from your Husqvarna Sales Manager.

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HISTORY

WHERE DO WE COME FROM?

In March 2013, Husqvarna entered the KTM family. Model Year 2014 marks a historic moment for Husqvarna, a return to its glorious origins, characterised by state-of-the-art technology and a blue, yellow and white colour scheme…

Husqvarna is the original name of a town in southern Sweden, where a metalworking business was founded in 1689 to produce muskets for the Swedish Army. Production of motorcycles began in 1903, making Husqvarna one of the world's oldest motorcycle manufacturers with uninterrupted production. The first Husqvarna motorcycle completely developed and produced in Sweden was launched in 1918. As early as the 1920s and 1930s, Husqvarna motorcycles were being built for the road, but were also entered for prestigious racing events such as the Tourist Trophy. Its commitment to international competitions made Husqvarna famous throughout Europe.

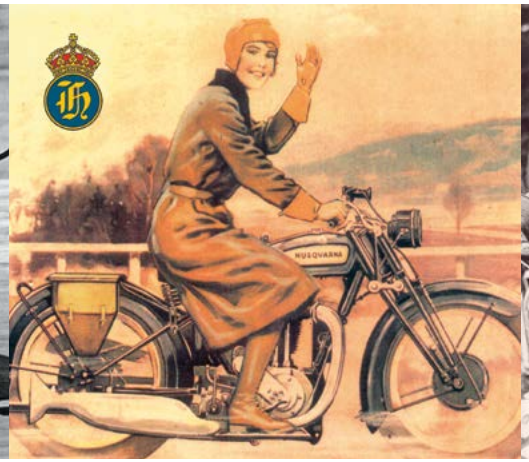
In the post-World War 2 years the Husqvarna motorcycle range was limited to lightweight two-stroke models, which, in modified form, were also used in the offroad sports that were becoming popular in the mid-1950s.

In the years that followed numerous competition machines with two and four-stroke engines were developed; and between 1960 and 1963 the first five Motocross World Championship titles were won in the 500 cc and 250 cc classes. Among the high-profile Husqvarna riders in the successful era of the 1960s and 1970s were Torsten Hallman, Malcolm Smith and Hollywood film actor Steve McQueen. Racing continued throughout the '80s and saw Gualtiero Brissoni win the European Enduro Championship for the first time for Husqvarna in 1982 in the 250 cc class, followed by authentic Swedish heroes like Sven Erik Jonsson and Thomas Gustavsson.

In 1983 Husqvarna marked yet another milestone with its 500 4-stroke model. The exceptionally light and easy-handling offroader with all-round lubrication and air cooling became the forerunner of a generation of four-stroke motorcycles for offroad use. By 1977 the entire Husqvarna business had already become part of Sweden's Electrolux Group.

Then, in 1987, the Husqvarna motorcycle division was sold to the Cagiva MV Agusta Group and the company headquarters and production transferred to Varese in Italy. In 2007, Husqvarna Motorcycles was acquired by the BMW Group.

In 2013 Pierer Industries AG bought Husqvarna Motorcycles – marking the reunion of the two halves of the original Husqvarna brand of the 60´sand 70´s.



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LOGO HISTORY

The Husqvarna logo has undergone manifold transformations in arriving at its current form.

However, only the latest company logo is used now.

Husqvarna®
MOTORCYCLES

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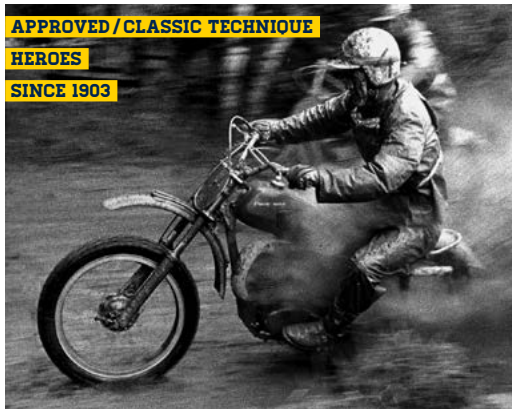
BRAND POSITIONING

In order to strengthen the brand and to position and differentiate products clearly in the market, all communications – both internal and external – must reflect the company's core values.



TRADITION

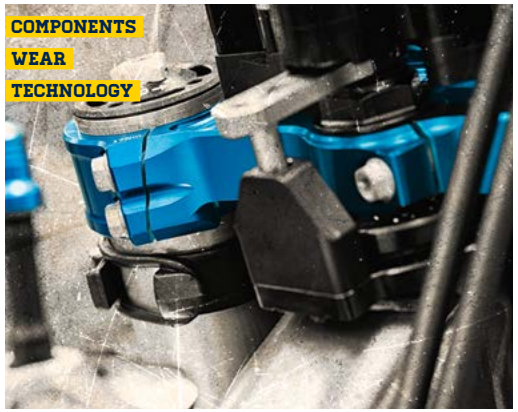
Since our first motorcycle in 1903, Husqvarna has built a tradition of innovation and excellence. When the pioneering heroes of motocross took their customised Husqvarna street bikes and turned the motorcycling world upside down, their trail blazing spirit made Husqvarna a global icon. Husqvarna continued this spirit by producing the first purpose-built off-road specific competition motorcycles, followed a decade later by the first mass produced motocross bikes. Today the legendary tradition continues with the new generation of Husqvarnas.

SWEDEN

A country of extremes. Vast rugged wilderness that is beautiful yet unforgiving. Mastering the dense forests and rugged hillsides takes strong character and determination. These origins are reflected in Husqvarna's intelligent design, dependable performance and classic Swedish colour scheme. There's no bold experimentation on our bikes and we make no outrageous claims. Much like typical Swedes, the new Husqvarnas prefer to do their talking out on the tracks and trails.

RACING

In the heat of battle there's no place to hide. For a shot at glory, one needs to be both fast and consistent. The Husqvarna factory team's race bikes are the ultimate test for our complete range of race products. Endurance and performance thats continually being measured at the world's toughest races. With a family heritage of over 105 World Championship Titles, the new Husqvarnas have been bred to perform.



PREMIUM

Every ride has the potential to be legendary. Whilst we have no control over how or where one chooses to ride, we can ensure that every new Husqvarna is up to the challenge. Only premium parts, components and accessories make it onto our motorcycles. Quality materials, proven technology and precise manufacturing – all part of Husqvarna's uncompromising commitment to continuing the legend!

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THE BASICS

THE BASICS
LOGOS

The Husqvarna logo exists in two different formats: the vertical logo and the horizontal logo.

The logos always have the trademark sign ®.

Husqvarna Motorcycles GmbH is not the owner of the trademark, it is owned by Husqvarna AB in Sweden. As the mere licensee Husqvarna Motorcycles GmbH is only entitled to use the "Husqvarna" trademarks in accordance with the guidelines of Husqvarna AB.

CONSEQUENCES:
Husqvarna Motorcycles GmbH is not entitled to register trademarks or domains or other projects containing the wording "HUSQVARNA" without prior permission of Husqvarna AB. In case of enquiries please contact Husqvarna Sales Manager.

All logos can be obtained from your Husqvarna Sales Manager.

The vertical logo

The horizontal logo

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EMBLEM

The emblem in the Husqvarna logo may be used separately as a graphic element solely on products (incl. packagings).

The emblem is not an alternative for the logo and can not replace the Husqvarna Motorcycles Logo.
Any exceptions can only be made by Husqvarna HQ.

The Husqvarna-Emblem

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LOGO USE

The Husqvarna logo has a clearly defined clearance. Visually, this clearance should be as smooth as possible and must not contain any lettering or graphic lines whatsoever, which compete with the logo.

The clearance – vertical logo

The “H” of the logo emblem defines the size of the clearance. The top, left and right side clearance corresponds to an H-emblem rotated by 90°. At the bottom, the clearance corresponds to the H-emblem with its upper edge flush with the descender of the Husqvarna letter “q”.

The clearance – horizontal logo

Here, the “H” of the Husqvarna lettering defines the size of the clearance. The clearance above corresponds to an “H” rotated by 90°, calculated from the top edge of the lettering.
Below, the height of the clearance also corresponds to the overturned “H”, calculated from the lower edge of the Husqvarna letter “q”.
The width of the “H” defines the clearance to the left and right. On the right, the outer edge of the “a” is considered as an internal dimension.

The vertical logo with clearance

The horizontal logo with clearance

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LOGO USE

The legibility of the Husqvarna logo must always be ensured. In other words, the contrast between logo and background must be as high as possible.

The background and its structure must be selected to be as smooth as possible.

If the background is too dark, the white Husqvarna logo must be used. Ideally, the logo sits on either a white or a blue background.

Optimal contrast between the logo and the background

Minimum contrast between the logo and the background

Contrast between the logo and the background too low

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SIZE AND POSITION OF THE LOGO – PORTRAIT

The Husqvarna logo should always appear at the bottom right. However, it can also be placed at the top right. The size of the Husqvarna logo depends on the width of the format:

On A4, the logo width is 40 mm.

On formats smaller than A4, the logo width (logo incl. clearance) corresponds to 1/4 of the document width.

On formats larger than A4, the logo width (logo incl. clearance) corresponds to 1/5 of the document width.

Bigger than A4, portrait

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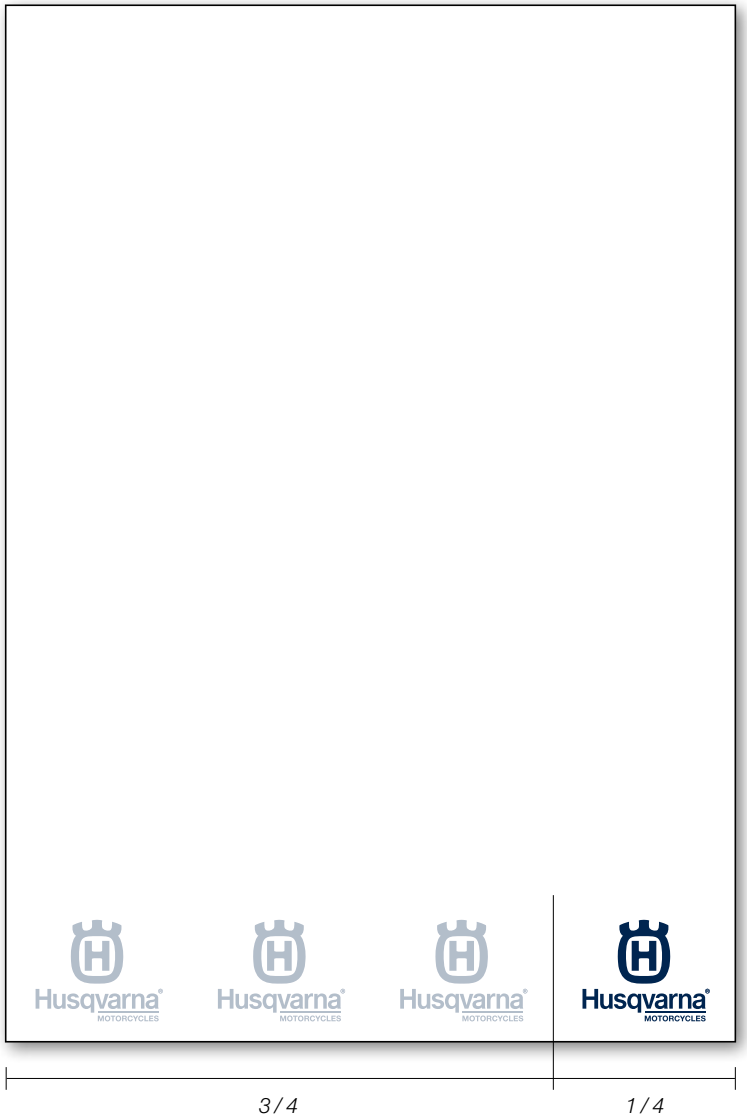
SIZE AND POSITION OF THE LOGO – PORTRAIT

On formats smaller than A4, the logo width (logo incl. clearance) corresponds to 1/4 of the document width.



A5 portrait

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SIZE AND POSITION OF THE LOGO – LANDSCAPE

The Husqvarna logo can be placed at the top or bottom right. The size of the Husqvarna logo depends on the width of the format:

On all landscape formats, the logo width (logo incl. clearance) corresponds to 1/6 of the document width.

Exception:
On A4, the logo width is 40 mm.

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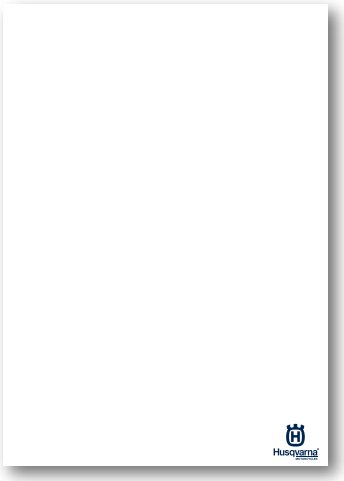
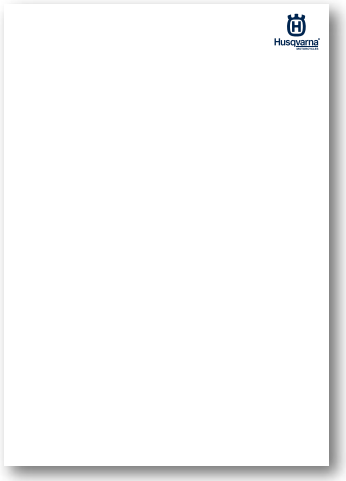
SIZE AND POSITION OF THE LOGO

The Husqvarna logo can be placed at the top or bottom right.
It should always be located in the right-hand corner.

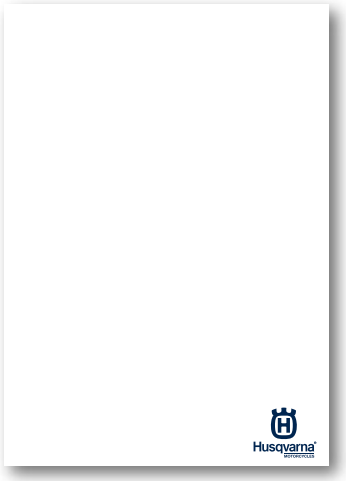
Exception: rear side of folders – here, the logo is located in the bottom left-hand corner.

YES

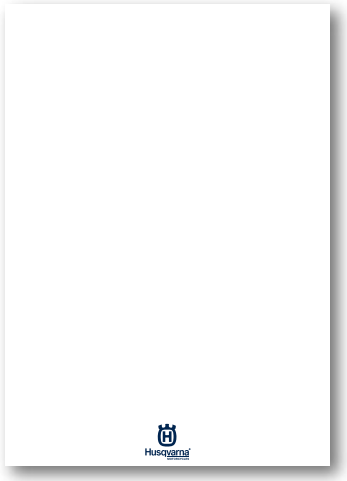




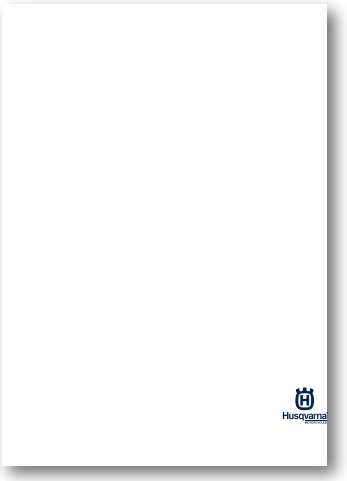
NO



Wrong size



Wrong position



Wrong clearance + position

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SUBLOGOS / AUTHORISED DEALER

This logo is used on certain communication materials, such as product folders, dealer advertisements and model range posters.

As a special distinguishing feature, the Husqvarna “Authorised Dealer” sublogo has a different format and a thicker outer contour. It also consists of the brand logo sitting, in accordance with the clearance rules, in a blue area. “Authorised Dealer” sits centred in a white area below, the height of which corresponds to 1 / 2 X.

In order to ensure legibility, a minimum size must be observed: **height 17 mm**

This logo may only be used by authorised dealers.

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SUBLOGOS / HUSKY STYLE / HUSKY POWER

These sublogos likewise differ greatly from the appearance. They are figurative and have their own individual emblem design.

Husky Style stands for the clothing, Husky Power for the accessories from Husqvarna Motorcycles.

The logo can be employed in different ways. Its inner surface need not necessarily be white, but it must always have sufficient contrast to the blue and can also be used in negative.

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COLOURS

The main Husqvarna colour is white.

The secondary colour is blue.

Yellow is used as an additional decorative colour. However, this may only be employed discreetly. It is used for highlighting.

Main colours may only be used in 100 %.

Exclusive use must be made of these colours in order to ensure a uniform appearance worldwide.

Main colour

RAL 9003 Signal white
RGB 255/255/255
CMYK 0/0/0/0

Secondary colour

PANTONE 534 C
RAL 5003 Sapphire Blue
RGB 0/37/80
CMYK 100/65/0/65

Spot colour

PANTONE 7406 C
RAL 1021 Rape Yellow
RGB 255/209/0
CMYK 0/17/100/0

Additional colour black

PANTONE Black 6 C
RAL 9005 Jet black
RGB 0/0/0
CMYK 30/10/10/100

PANTONE Cool Gray 10 C
RAL 7011 Iron grey
RGB 135/135/135
CMYK 0/0/0/60

PANTONE Cool Gray 6 C
RAL 7004 Signal grey
RGB 176/176/176
CMYK 0/0/0/40

PANTONE Cool Gray 4 C
RAL 7038 Agate grey
RGB 208/208/208
CMYK 0/0/0/25

PANTONE Cool Gray 1 C
RAL 7035 Light grey
RGB 236/236/236
CMYK 0/0/0/10

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COLOURS

Experience has shown that
it is very difficult to achieve
the precise result for Pantone blue
and Pantone yellow in the offset
printing process.

Consequently, the optimum colour
density for the respective Pantone
colours is determined by means
of proofs.

This must be taken into consideration
in all printing with special colours, since
the hues can vary greatly!

PANTONE 534 C

CCI 1.90
Gretag 1.85
L: 25.70 **a:** 1.25 **b:** -25.30

PANTONE 7406 C

CCI 1.60
Gretag 1.35
L: 81.20 **a:** 7.50 **b:** 84.00

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THE BASICS
CLAIM

The Husqvarna claim should be used wherever possible on all materials.
It is always set in upper case Helvetica Bold font.

Its position and size can vary depending on the object where it is applied.
The following is recommended and should be used as the orientation for the correct use: Its width corresponds: In the case of landscape formats, to one third of the document height. In the case of portrait formats, to one quarter of the format width. Basically the guidelines for the correct use vary for different formats and different ways of applications (printed materials, merchandising, graphics, posters, etc.) and are not strictly defined. The size and position of the claim should be adjusted to the respective product. However, the given examples should be followed as guidelines.The goal is to find a visually harmonious solution, depending on the various productions or objects where applied.

① As a graphic element, it has a coloured surface.
This should be bled-off as much as possible.

② The claim is generally set in Husqvarna Blue when it sits on white.
In negative form, the line remains yellow. The lettering is white.

③ In 1C applications, both the claim and the line are 100 % in special colour.
100 % black with a fax; 100 % blue, e.g. inside notepads.

④ The height of the line always corresponds to the height of the lettering.
The spacing between the line and the claim is always half its height.

①

THE PIONEERS OF MOTOCROSS

②

THE PIONEERS OF MOTOCROSS

③

THE PIONEERS OF MOTOCROSS

④

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CLAIM – EXAMPLES OF USE

The Husqvarna claim is placed centrally and bled-off.

In the case of landscape formats, to one third of the document height. In the case of portrait formats, to one quarter of the format width.

Product folder

Cover press-kit

1 / 4 X
X
www.husqvarna-motorcycles.com
THE PIONEERS OF MOTOCROSS
HUSQVARNA FC 350
VICTORY: A POPULAR OLD
HUSQVARNA FAMILY TRADITION
To celebrate the historic reunion of Husqvarna and Husaberg, for 2014 we present our first ever 350cc motocrosser. The state of the art 350cc DOHC powerplant delivers 450-class power, whilst benefitting from the lightweight feel of a 250 thanks to the nimble WP chassis. WP's industry-leading 48mm closed cartridge forks and rear shock work in unison with Husqvarna's new linkage system to deliver a consistent and confidence-inspiring ride. An electric starter, Brembo brakes and hydraulic clutch make controlling the FC 350 surprisingly simple. The classic Swedish colour scheme and white frame add classic styling - reminiscent of the golden era of the sport. HUSQVARNA – Get one and continue the tradition of victory!
Husqvarna
MOTORCYCLES

1 / 1 Ad A4

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THE BASICS

TYPOGRAPHY / CORPORATE FONT

Helvetica is used as the corporate font for Husqvarna. It is timeless, easily legible and available in various faces.

As few different font faces and sizes as possible (max. 4) should be used in a single document.

The font sizes within the layout should be differentiated clearly on a hierarchical basis. Headlines the largest, then subheadlines, copy, etc.

Large and as bold as possible typography should be employed at Husqvarna.
This applies especially to headlines.

IMPORTANT:
Headlines and subheadlines are always written in upper case.

Helvetica Neue 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 46 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 77 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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TYPOGRAPHY / CORPORATE FONT

Helvetica Neue 75 Bold
For Headlines.
Headlines are always set in capital letters.

Helvetica Neue 45 Light
For copy and subheadlines.

LOREM IPSUM FIDELDUM
LOREM IPSUM FIDELDUM

Headline 20 pt, line spacing 15 pt
Subheadline 15 pt, line spacing 15 pt

Ovid et qui doluptatum erum exeribus as autatio eat et experum serum velis quas nus ad unt minulparum vendae si dolessit fugitati animil exereicid que parum aut et milluptibus mini dolora sintur andi consedigenis il iur, ereium-quiae quaepudi cor re od molor mi, nobit hiciassimod untiatia.

Copy 10 pt, line spacing 15 pt

Helvetica Neue 77 Bold Condensed
HELVETICA Neue 47 CONDENSED LIGHT

Tables, technical data, if necessary in the case of lots of information with little available space.

LOREMIPSUM	LOREM IPSUM FIDELDUM
LOREMIPSUM	LOREM IPSUM FIDELDUM
LOREMIPSUM	LOREM IPSUM FIDELDUM
LOREMIPSUM	LOREM IPSUM FIDELDUM
LOREMIPSUM	LOREM IPSUM FIDELDUM

Table 10 pt, line spacing 15 pt

Helvetica Neue 46 Light Italic
For picture captions and quotes.

LOREM IPSUM FIDELDUM

Picture captions 8 pt, line spacing 12 pt

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TYPOGRAPHY / SECONDARY FONT

To emphasize the history of Husqvarna, a Serif font is used for headlines in all offroad materials, which takes account of the heritage sentiment.

Homestead font is very striking in terms of appearance and it creates an interesting contrast to the simple Helvetica. In doing so, it distinguishes itself with a high legibility level.

Font should play an important role throughout the whole layout. Headlines can be set left-aligned or justified. **Do not use any centred alignment.**

IMPORTANT:
In order to maintain a compact impression, the selected line spacing in headlines should not be too large. See example of use.

In general, the selected line spacing in copy should not be too large, whether it be for brochures, Word templates or PowerPoint. Max. factor: 1.7 (font size to line spacing).

Exception: tables

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
@€$%&§®àáâãäåæçèéêë
1234567890

HOMESTEAD
IS A NICE
OFFROAD TYPE!

SERIFEN TYPO FOR OFFROAD.

Example:
Headline 63 pt / line spacing 52 pt
Subheadline: 29 pt / line spacing 28 pt

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TYPOGRAPHY / CORRESPONDENCE

If a system font is required, e.g. in PowerPoint documents or email signatures, Helvetica is replaced with Arial.

In general, the selected line spacing in copy should not be too large, whether it be for brochures, Word templates or PowerPoint.
Max. factor: 1.7 (font size to line spacing).

Exception: tables

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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NAMES

The focus is clearly on the motorcycles. They are the protagonists of the entire communication. Husqvarna motorcycles have no proper names, so the product designation must always be correct and consistent.

The suffix (TE/TC for 2-stroke motorcycles, FE/FC for 4-stroke motorcycles) always comes first, followed by the engine displacement.

MODELRANGE ENDURO:

2-STROKE:
TE 125
TE 250
TE 300

4-STROKE:
FE 250
FE 350
FE 450
FE 501

MODELRANGE MOTOCROSS:

2-STROKE:
TC 85
TC 125
TC 250

4-STROKE:
FC 250
FC 350
FC 450

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THE BASICS
IMAGERY

Brand character can also be communicated and cultivated using pictures.

The Husqvarna action pictures are authentic, professional and realistic. On the one hand, pictures should whet the appetite for riding and reflect the lifestyle, but, on the other hand, also clearly illustrate the capabilities of the motorcycle.

The action photos cut-out should be selected as far as possible in such a way that it can be seen where the rider comes from and where he's riding to.

The picture should have a clear depth of field in order to define a foreground and a background. A dramatic atmosphere and an interesting perspective make the pictures vibrant, exciting and exceptional.

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COLOURGRADING

The photos used are instrumental
in characterising the image of a brand.

In order to set Husqvarna apart from
the competition and present it clearly
as an independent brand, all Husqvarna
images have a memorable photographic style:
The background of the action pictures is
high-contrast, desaturated and has
a sepia tone.

Textures are laid over the images, which
bestow the picture with a vintage character.
The rider is largely excluded from this
image editing. So that he does not look
entirely like a “cut-out”, a few areas, such
as mud splashes for example, also have the same
colourfulness as the surroundings.

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PRODUCT PHOTOS

The bike and its components are the real stars of the brand; the protagonists around which everything revolves. Therefore, it is extremely important to portray the products as well as possible.

This means:

- **Product photos must be sharp.**
- **The colours must be as realistic as possible.**
- **Neither motorcycles nor parts may appear distorted.**
- **Perspectives must be selected for motorcycles in such a way that their shapes and proportions are not modified too severely.**

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BUSINESS MATERIALS
BUSINESS CARDS

On the front of the business card, dealers have the possibility to place their company logo. It should always be placed with a white space around it.

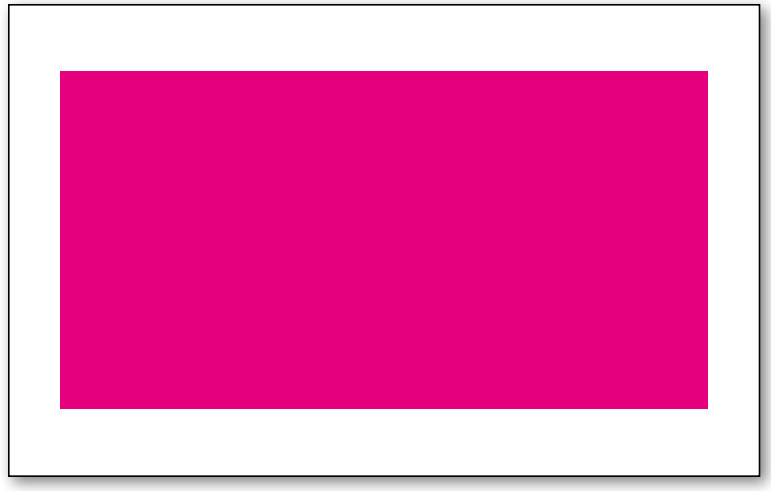
The name and the address on the back side of the business card is designed similar to the Husqvarna corporate business card. Instead of the Husqvarna logo, the Authorised Dealer logo is positioned here.

Production specifications:

Paper:
Claro / cellophaned
300 g / m²

Colour density:
1.60

Colour:
Pantone Solid Coated
Blue: 534 C
Yellow: 7406 C



Front

Back

The yellow line

The width of the yellow line corresponds to that of the line on the front side. Its height corresponds to that of the personal data. The length of the line changes depending on the amount of personal data. Its origin (y-axis) always remains the same. It sits flush with the upper edge of the “T”.

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A4 STATIONARY

On the top right side of the stationary enough space is provided for the Dealer logo, which should be right-aligned with the Authorised Dealer logo, which is placed in the lower right corner.

The dealer's company data is set in black.

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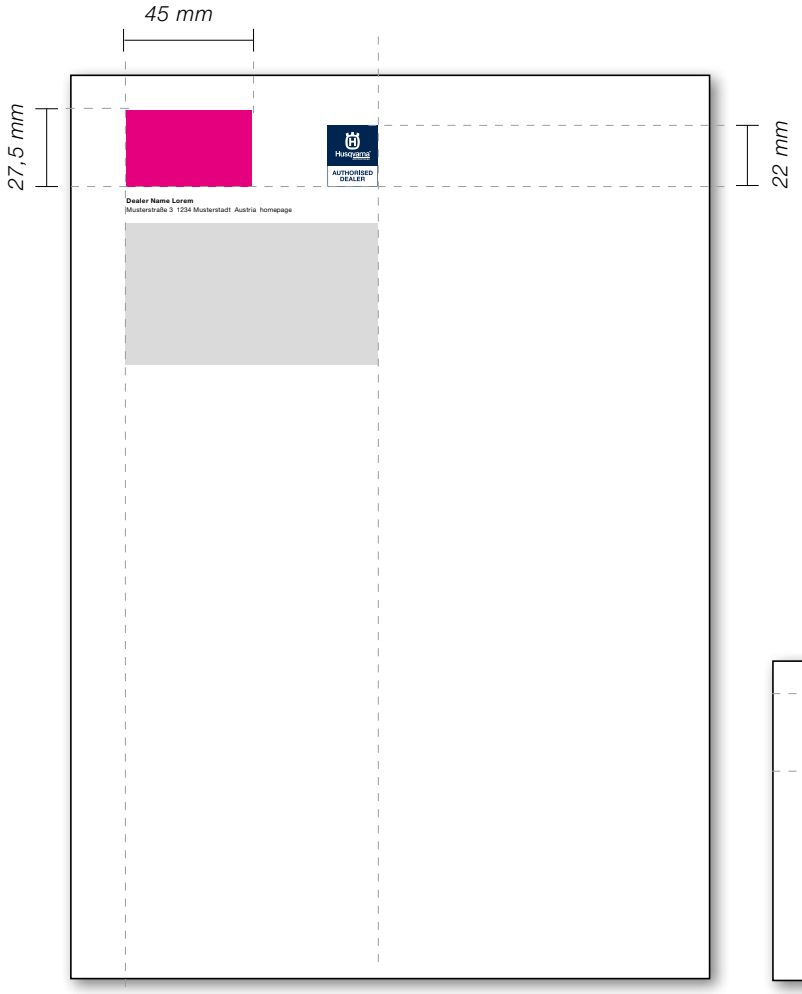
ENVELOPES

Envelopes are subject to postal regulations.
On the B4 envelope, the freespace for the dealer's logo and the dealer's contact information are placed aligned to the left side of the envelope's window. The Authorised Dealer logo is aligned to the right side.

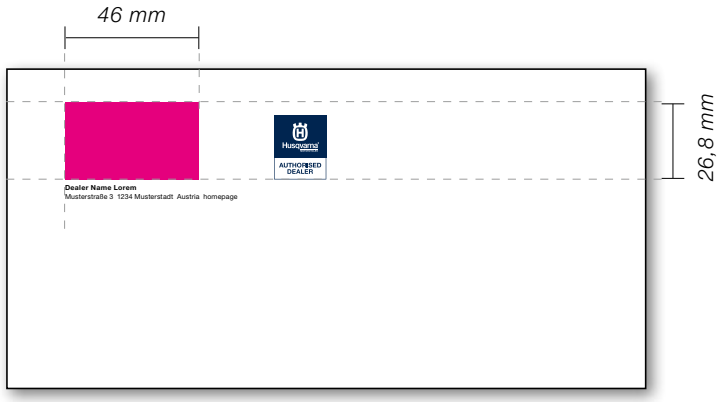
On both envelopes, the dealer's address is black.

Production specifications:

Paper:
Olin
90 g/m²



B4 envelope with window



DIN long without window

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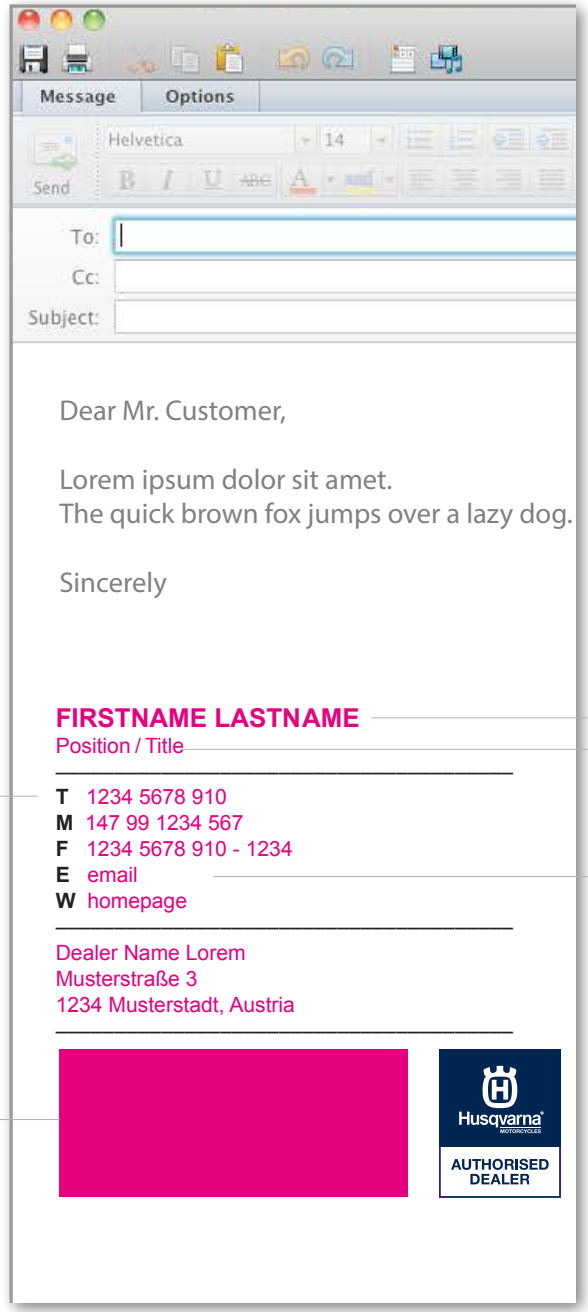
EMAIL SIGNATURE

The email signature for the Authorised Dealers has to be set in black.

The name of the sender is always set in upper case Arial Bold. The job designation appears below the name in Arial Regular. Personal data is set in the same way as the business card. The abbreviations for telephone, mobile, etc. are also set in Bold.

A black dividing line is located above and below the personal data (this is created by stringing together underscores "_"). The end of the dividing line should be right-aligned with the longest line of the personal data.

At the bottom of the email signature the space for the Dealer's logo is provided. Beside it, the Authorised Dealer logo should be placed.



Arial Bold, 6.5 pt, line spacing 8 pt

Space for the dealer logo (37,9 mm x 16 mm)

Arial Bold, 8 pt, line spacing 8 pt

Arial, 6.5 pt, line spacing 8 pt

Arial, 6.5 pt, line spacing 8 pt

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FLYER A5

For dealer's promotion, e.g. for special events, test rides or sales promotions, the dealer can produce a flyer in DIN A5.

The following elements should be placed on each design:

1. The Husqvarna website

2. The claim

3. The subject (action picture or keyvisual)

4. Legal disclaimer

5. Photo credits

6. The Authorised Dealer logo

7. The Dealer's logo and contact information

Pictures and text shown here on magenta fields are just placeholders and can be replaced, without magenta, with your pictures and texts. See images.husqvarna-motorcycles.com for available imagery.

1.
2.
3.
4.
5.
6.
7.
www.husqvarna-motorcycles.com
THE PIONEERS OF MOTOCROSS
EVENT NAME
IQUE EOS DOLUPTATE
EVENT DISCRIPTION: FERFERUM ET EL IMET LATUM AUT QUAM FACCUS SEDI VOLUPTA-TE ET QUIS EXPERUM NATIA SUNT AUT AUT QUI AUTEMPOS QUAM FACCUS.
LOCATION DAY / MONTH / 20XX / TIME
Tem adis simincia consentio volecabor sit inim
LOCATION DAY / MONTH / 20XX / TIME
Tem adis simincia consentio volecabor sit inim
HUSQVARNA FC 350
Dealer Logo
Dealer Data, Dealer Data, homepage
Husqvarna
AUTHORISED DEALER

DIN A5 flyer

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FLYER A5, 2ND VERSION

The layout can be adjusted for individual requirements.
The basic design and elements should not be altered.
However, the size of the layout can be optionally adjusted.
The same layouts can be used for promotional posters or smaller adverts.

www.husqvarna-motorcycles.com
THE PIONEERS OF MOTOCROSS
EVENT NAME
EVENT DISCRIPTION: FERFERUM ET EL IMET LATUM AUT QUAM FACCUS SEDI VOLUPTA-TE ET QUIS EXPERUM NATIA SUNT AUT AUT QUI AUTEMPOS QUAM FACCUS.
LOCATION DAY / MONTH / 20XX / TIME
Tem adis simincia consentio volecabor sit inim
LOCATION DAY / MONTH / 20XX / TIME
Tem adis simincia consentio volecabor sit inim
HUSQVARNA FC 350
Dealer Logo
Dealer Data, Dealer Data, homepage
Husqvarna
AUTHORISED DEALER

DIN A5 flyer

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COMMUNICATIONS MATERIALS
DEALER ADVERTISEMENT

To assure that dealers' communication is consistent with our corporate communication, the dealer ads are based on the actual product ads and follow the same basic guidelines. The layout is adjusted to allow enough space for dealer's logo and his contact information.

Due to the many different formats, adaptations should be implemented on a national basis.

Even if changing the copy or imagery of the ads to promote a different content, the basic design rules and layout need to be respected.

Dealer ad templates can be obtained from your Husqvarna Sales Manager.

www.husqvarna-motorcycles.com
THE PIONEERS OF MOTOCROSS
VICTORY: A POPULAR OLD HUSQVARNA FAMILY TRADITION
To celebrate the historic reunion of Husqvarna and Husaberg, for 2014 we present our first ever 350cc motocrosser. The state of the art 350cc DOHC powerplant delivers 450-class power, whilst benefitting from the lightweight feel of a 250 thanks to the nimble WP chassis. WP's industry-leading 48mm closed cartridge forks andrear shock work in unison with Husqvarna's new linkage system to deliver a consistent and confidence-inspiring ride. An electric starter, Brembo brakes and hydraulic clutch make controlling the FC 350 surprisingly simple. The classic Swedish colour scheme and white frame add classic styling – reminiscent of the golden-era of the sport. HUSQVARNA – Get one and continue the tradition of victory!
HUSQVARNA FC 350
Dealer Logo
Dealer Data, Dealer Data, www.dealer-web.com
Husqvarna MOTORCYCLES

Dealer advertisement, A5, portrait

www.husqvarna-motorcycles.com
THE PIONEERS OF MOTOCROSS
Dealer Logo
Dealer Data, Dealer Data, www.dealer-web.com
HUSQVARNA FC 350
VICTORY: A POPULAR OLD HUSQVARNA FAMILY TRADITION
To celebrate the historic reunion of Husqvarna and Husaberg, for 2014 we present our first ever 350cc motocrosser. The state of the art 350cc DOHC powerplant delivers 450-class power, whilst benefitting from the lightweight feel of a 250 thanks to the nimble WP chassis. WP's industry-leading 48mm closed cartridge forks andrear shock work in unison with Husqvarna's new linkage system to deliver a consistent and confidence-inspiring ride. An electric starter, Brembo brakes and hydraulic clutch make controlling the FC 350 surprisingly simple. The classic Swedish colour scheme and white frame add classic styling – reminiscent of the golden-era of the sport. HUSQVARNA – Get one and continue the tradition of victory!
Husqvarna MOTORCYCLES

Dealer advertisement, A5, landscape

THE PIONEERS OF MOTOCROSS
Dealer Logo
Dealername
Dealerstreet xx
XXXXX Dealertown
www.dealer-web.com
www.husqvarna-motorcycles.com
VICTORY: A POPULAR OLD HUSQVARNA FAMILY TRADITION
To celebrate the historic reunion of Husqvarna and Husaberg, for 2014 we present our first ever 350cc motocrosser. The state of the art 350cc DOHC powerplant delivers 450-class power, whilst benefitting from the lightweight feel of a 250 thanks to the nimble WP chassis. WP's industry-leading 48mm closed cartridge forks and rear shock work in unison with Husqvarna's new linkage system to deliver a consistent and confidence-inspiring ride. An electric starter, Brembo brakes and hydraulic clutch make controlling the FC 350 surprisingly simple. The classic Swedish colour scheme and white frame add classic styling – reminiscent of the golden-era of the sport. HUSQVARNA – Get one and continue the tradition of victory!
Husqvarna MOTORCYCLES

Dealer advertisement, A5, Skyscraper

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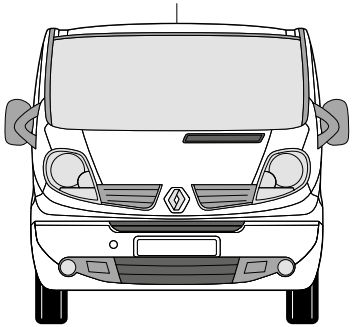
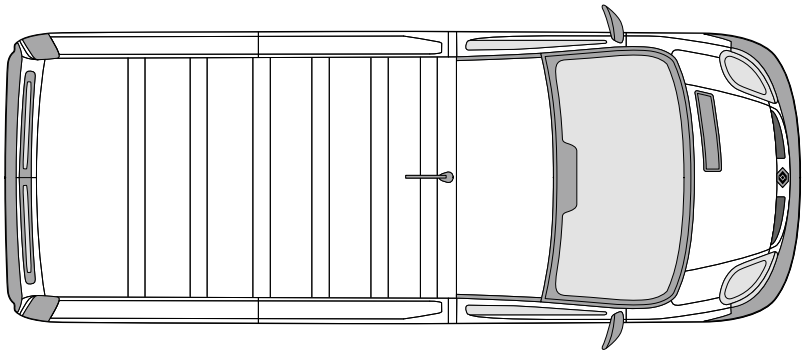
FLEET / DEALER VEHICLES

IMPORTANT:
The vehicle must be white.

It is essential that other vehicle colours are agreed with the Husqvarna Marketing department (Mattighofen headquarters).





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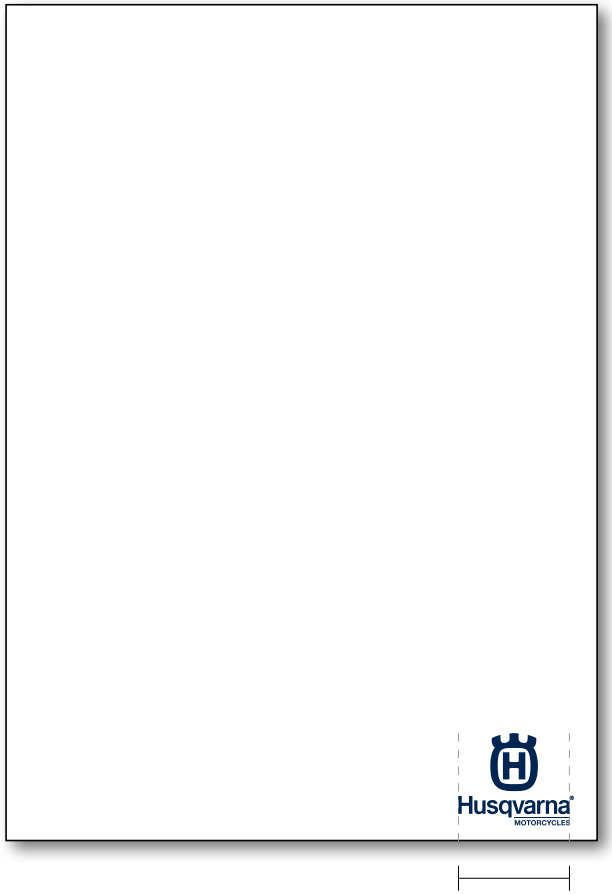
ADVERTISEMENT A4

On A4, the logo is **40 mm** wide
on both portrait and landscape formats.



A4, portrait

A4, landscape

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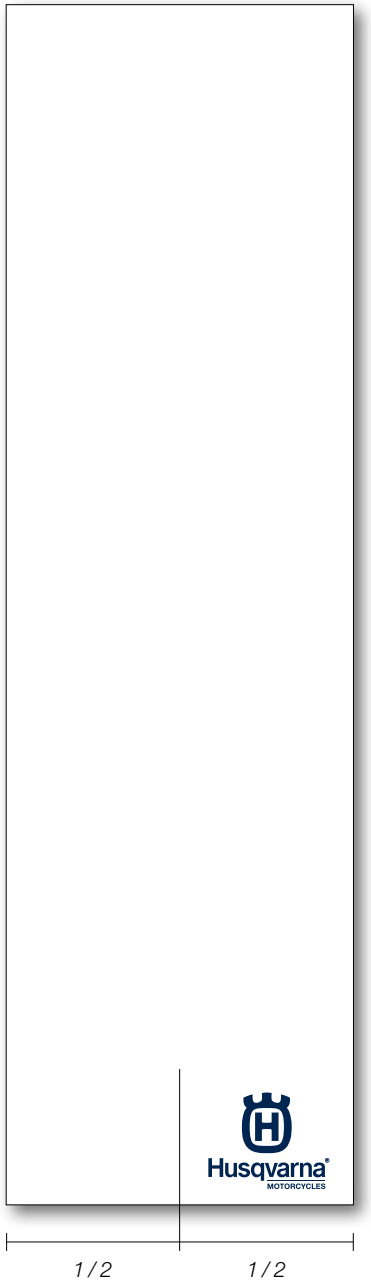
In the case of extremely narrow portrait formats, the logo width (logo + clearance) corresponds to half the format width.



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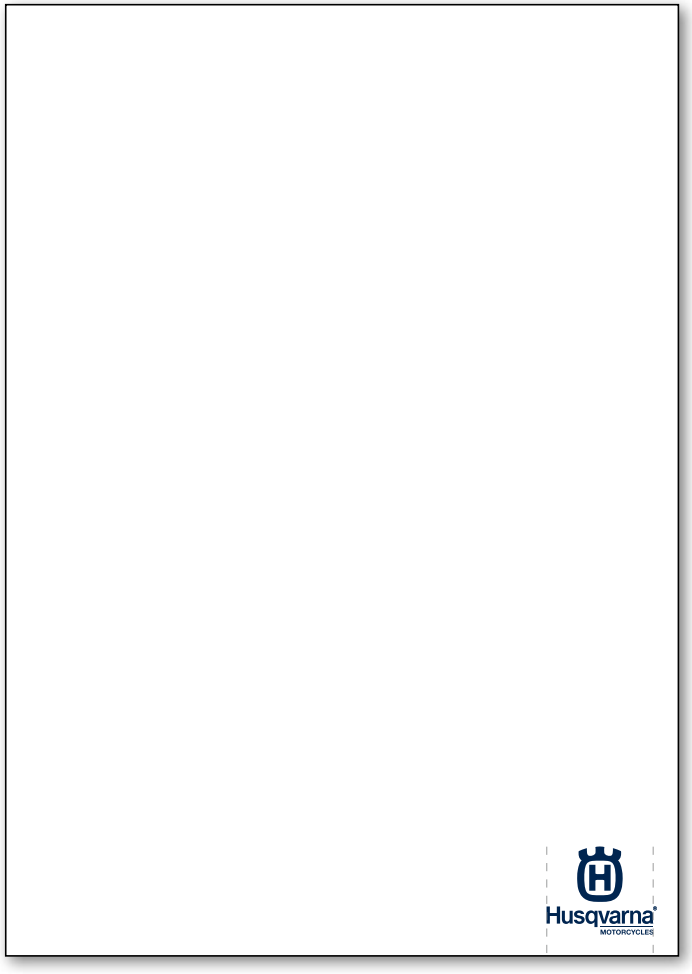
ADVERTISEMENT A3

On A3 the logo is **47 mm** wide on both portrait and landscape formats.



A3, portrait

A3, landscape

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WEBSITE

The Husqvarna logo appears here at the top left in the header.

The claim is located bled-off at the top right.

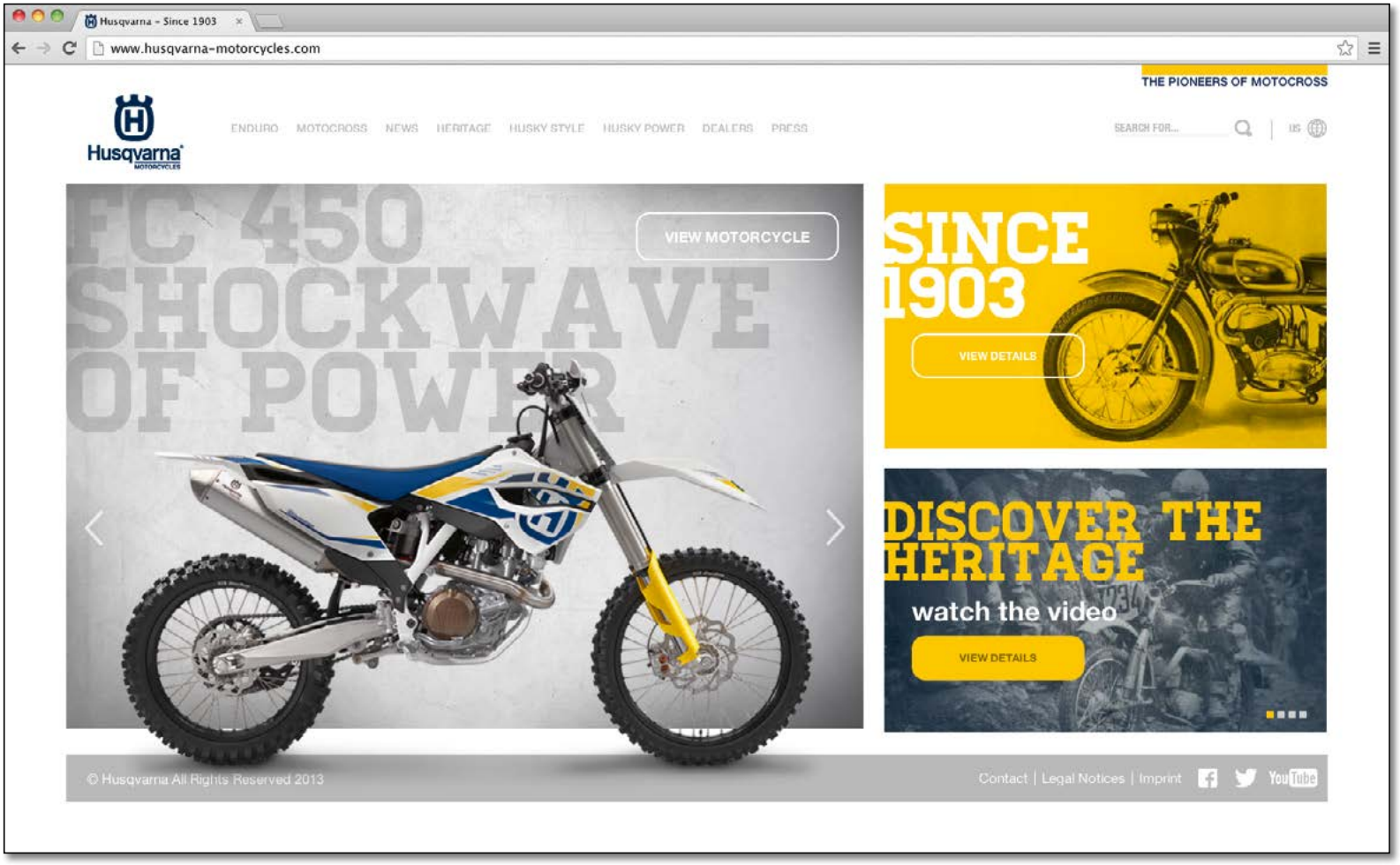
Here too, the dominant colour is white. Blue and/or yellow areas are used as space for specials and announcements.

The Husqvarna website is responsive and hence optimised for desktops, tablets and smartphones, adapting itself accordingly to the respective device.

The Husqvarna website homepage consists of 3 teaser areas, a main navigation bar, a navigation footer, the logo in the top left corner, the search and the country/language selection in the top right section.

The captions must be implemented as HTML text. The web font employed is “Homestead”.

The maximum number of images should not exceed four.



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OUTDOOR MATERIALS

The dominant colour here is Husqvarna Blue.

When positioning the logo, sufficient distance must be maintained in relation to other elements.

For further information, visit the webshop on Dealer.Net.

Pylon

Flag

Beachflag

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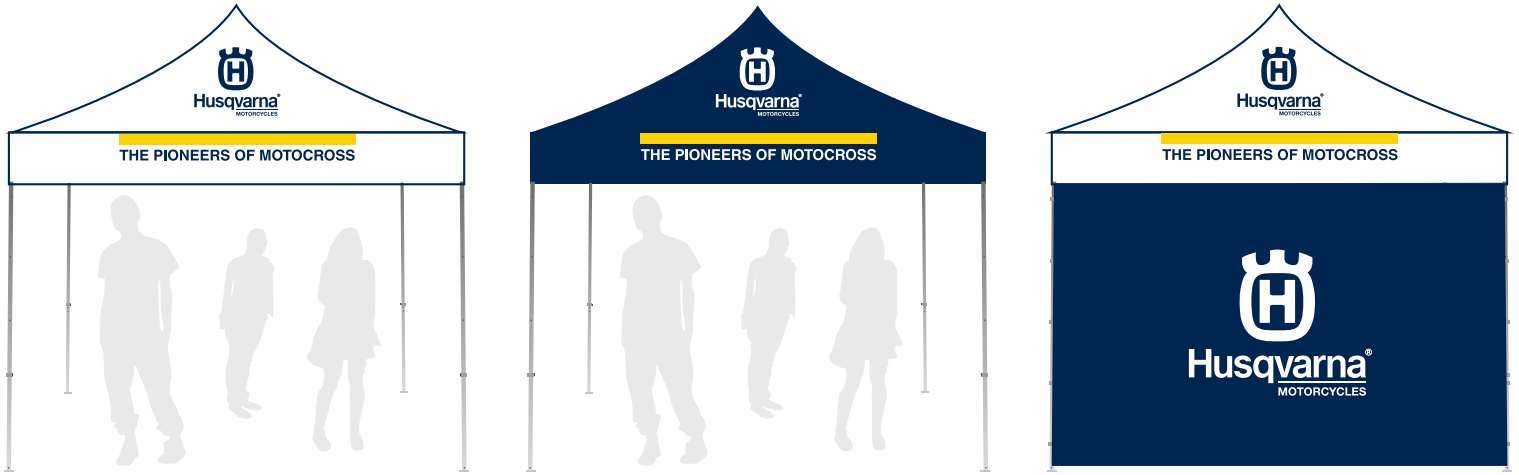
The dominant colour here is Husqvarna Blue.

When positioning the logo, sufficient distance must be maintained in relation to other elements.

For further information, visit the webshop on Dealer.Net.

Inflatable arch



Easy-up tent

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SHOP SYSTEM

The first real customer contact takes place at the dealer. Therefore, it is absolutely essential to create a uniform worldwide appearance here as well.

Guidelines for shop design can be found in the Husqvarna Shop Manual.

The Husqvarna Shop-Manual can be obtained from your Husqvarna Sales Manager.

Illuminated sign

Pylon

Shop system

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